

Tabular Data

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Columbia on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q1a Quality of public safety services	1.2%	2.0%	12.3%	47.4%	34.5%	2.7%
Q1b Quality of city parks and rec programs & facilities	1.0%	2.0%	9.0%	40.8%	42.3%	5.0%
Q1c Maintenance of city streets, buildings & facilities	6.1%	17.2%	28.2%	36.3%	10.9%	1.2%
Q1d Enforcement of city codes and ordinances	3.5%	6.8%	25.7%	29.7%	13.8%	20.6%
Q1e Quality of customer service you receive	1.7%	4.1%	17.2%	44.3%	26.4%	6.3%
Q1f Effectiveness of city communication with the public	1.7%	6.0%	24.0%	43.6%	18.4%	6.3%
Q1g Quality of the city's stormwater runoff/mgmt system	3.3%	8.8%	25.2%	35.8%	14.3%	12.6%
Q1h Flow of traffic & congestion management	10.3%	25.7%	29.4%	27.2%	7.0%	0.5%
Q1i Quality of public health services	1.3%	4.6%	22.1%	39.1%	18.6%	14.3%

Q1. Please rate your overall satisfaction with major categories of services provided by the City of Columbia on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q1a Quality of public safety services	1.2%	2.0%	12.6%	48.7%	35.4%
Q1b Quality of city parks and rec programs & facilities	1.0%	2.1%	9.4%	42.9%	44.5%
Q1c Maintenance of city streets, buildings & facilities	6.2%	17.4%	28.5%	36.7%	11.1%
Q1d Enforcement of city codes and ordinances	4.4%	8.6%	32.4%	37.4%	17.3%
Q1e Quality of customer service you receive	1.8%	4.4%	18.4%	47.3%	28.1%
Q1f Effectiveness of city communication with the public	1.8%	6.4%	25.7%	46.5%	19.6%
Q1g Quality of the city's stormwater runoff/mgmt system	3.8%	10.1%	28.8%	41.0%	16.3%
Q1h Flow of traffic & congestion management	10.3%	25.8%	29.5%	27.3%	7.0%
Q1i Quality of public health services	1.5%	5.4%	25.7%	45.6%	21.7%

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	72	11.9 %
B=City parks & rec programs & facilities	20	3.3 %
C=Maintenance city streets/buildings/facilities	145	24.0 %
D=Enforcement city codes for building	27	4.5 %
E=Customer service	17	2.8 %
F=City communication	21	3.5 %
G=Stormwater runoff/management system	37	6.1 %
H=Flow of traffic	181	30.0 %
I=Public health services	60	10.0 %
Z=No 1 st choice	23	3.8 %
Total	603	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	52	8.6 %
B=City parks & rec programs & facilities	30	5.0 %
C=Maintenance city streets/buildings/facilities	143	23.7 %
D=Enforcement city codes for building	33	5.5 %
E=Customer service	21	3.5 %
F=City communication	39	6.5 %
G=Stormwater runoff/management system	49	8.1 %
H=Flow of traffic	140	23.2 %
I=Public health services	43	7.1 %
Z=No 2 nd choice	53	8.8 %
Total	603	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Public safety services	54	9.0 %
B=City parks & rec programs & facilities	38	6.3 %
C=Maintenance city streets/buildings/facilities	82	13.6 %
D=Enforcement city codes for building	54	9.0 %
E=Customer service	22	3.6 %
F=City communication	39	6.5 %
G=Stormwater runoff/management system	62	10.3 %
H=Flow of traffic	92	15.3 %
I=Public health services	65	10.8 %
Z=No 3 rd choice	95	15.8 %
Total	603	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (all three selections)

<u>Q2 Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
A = Public safety services	178	29.5 %
B = City parks & rec programs & facilities	88	14.6 %
C = Maintenance city streets/buildings/facilities	370	61.4 %
D = Enforcement city codes for building	114	18.9 %
E = Customer service	60	10.0 %
F = City communication	99	16.4 %
G = Stormwater runoff/management system	148	24.5 %
H = Flow of traffic	413	68.5 %
I = Public health services	168	27.9 %
Z = No 1 st choice selected	23	3.8 %
Total	1661	

Q3. Several items that may influence your perception of the City of Columbia are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q3a Quality of services provided by the City of Columbia	0.5%	1.7%	15.4%	57.7%	22.6%	2.2%
Q3b Value that you receive for your city tax dollars & fees	4.8%	8.6%	26.7%	43.8%	12.4%	3.6%
Q3c Overall image of the city	1.0%	4.3%	12.6%	49.9%	31.7%	0.5%
Q3d How well city is planning growth	2.8%	15.3%	27.7%	28.4%	16.3%	9.6%
Q3e Overall quality of life in the city	1.2%	1.7%	13.4%	49.8%	33.0%	1.0%
Q3f Overall feeling of safety in city	1.5%	3.8%	17.6%	47.1%	29.4%	0.7%
Q3g Quality of new development in the city	3.2%	7.1%	25.5%	39.8%	17.4%	7.0%
Q3h Overall appearance of the city	1.0%	3.5%	20.2%	50.2%	24.0%	1.0%

Q3. Several items that may influence your perception of the City of Columbia are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q3a Quality of services provided by the City of Columbia	0.5%	1.7%	15.8%	59.0%	23.1%
Q3b Value that you receive for your city tax dollars & fees	5.0%	9.0%	27.7%	45.4%	12.9%
Q3c Overall image of the city	1.0%	4.3%	12.7%	50.2%	31.8%
Q3d How well city is planning growth	3.1%	16.9%	30.6%	31.4%	18.0%
Q3e Overall quality of life in the city	1.2%	1.7%	13.6%	50.3%	33.3%
Q3f Overall feeling of safety in city	1.5%	3.8%	17.7%	47.4%	29.5%
Q3g Quality of new development in the city	3.4%	7.7%	27.5%	42.8%	18.7%
Q3h Overall appearance of the city	1.0%	3.5%	20.4%	50.8%	24.3%

Q4. Public safety. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q4a Quality of local police protection	3.3%	3.5%	14.3%	47.6%	28.4%	3.0%
Q4b Visibility of police in neighborhoods	3.6%	9.3%	22.1%	40.5%	21.7%	2.8%
Q4c Visibility of police in retail areas	2.0%	6.5%	27.7%	38.0%	19.2%	6.6%
Q4d City's efforts to prevent crime	2.7%	5.6%	19.4%	46.9%	19.7%	5.6%
Q4e How quickly police respond to emergencies	3.2%	4.3%	16.7%	30.2%	21.1%	24.5%
Q4f Enforcement of Local Traffic Laws	4.5%	14.8%	24.2%	35.0%	15.4%	6.1%
Q4g Quality of the city's fire prevention programs	0.2%	0.8%	12.8%	39.5%	28.2%	18.6%
Q4h Visibility of fire department personnel	0.5%	3.3%	18.2%	39.8%	28.9%	9.3%
Q4i How quickly fire department personnel respond	0.3%	1.0%	9.0%	27.5%	33.5%	28.7%
Q4j Quality of city fire protection	0.2%	0.5%	9.8%	41.0%	35.3%	13.3%
Q4k Efforts to enhance fire protection	0.2%	1.5%	13.4%	38.3%	25.5%	21.1%
Q4l Quality of animal control	2.7%	7.6%	20.7%	36.5%	18.6%	13.9%
Q4m City's municipal court	2.7%	2.5%	20.7%	26.0%	11.3%	36.8%

**Q4. Public safety. How satisfied are you with:
(excluding don't knows)**

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q4a Quality of local police protection	3.4%	3.6%	14.7%	49.1%	29.2%
Q4b Visibility of police in neighborhoods	3.8%	9.6%	22.7%	41.6%	22.4%
Q4c Visibility of police in retail areas	2.1%	6.9%	29.7%	40.7%	20.6%
Q4d City's efforts to prevent crime	2.8%	6.0%	20.6%	49.7%	20.9%
Q4e How quickly police respond to emergencies	4.2%	5.7%	22.2%	40.0%	27.9%
Q4f Enforcement of Local Traffic Laws	4.8%	15.7%	25.8%	37.3%	16.4%
Q4g Quality of the city's fire prevention programs	0.2%	1.0%	15.7%	48.5%	34.6%
Q4h Visibility of fire department personnel	0.5%	3.7%	20.1%	43.9%	31.8%
Q4i How quickly fire department personnel respond	0.5%	1.4%	12.6%	38.6%	47.0%
Q4j Quality of city fire protection	0.2%	0.6%	11.3%	47.2%	40.7%
Q4k Efforts to enhance fire protection	0.2%	1.9%	17.0%	48.5%	32.4%
Q4l Quality of animal control	3.1%	8.9%	24.1%	42.4%	21.6%
Q4m City's municipal court	4.2%	3.9%	32.8%	41.2%	17.8%

Q5. Overall, how familiar are you with the City's community policing programs?

<u>Q5 Familiar with community policing program</u>	<u>Number</u>	<u>Percent</u>
1=Very Familiar	47	7.8 %
2=Somewhat	302	50.1 %
3=Not Familiar	225	37.3 %
9=No answer	29	4.8 %
Total	603	100.0 %

Q6. Parks and recreation. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q6a Maintenance of city parks	0.5%	2.3%	9.0%	48.4%	34.0%	5.8%
Q6b How close neighborhood parks are to your home	1.2%	4.1%	12.1%	39.5%	37.8%	5.3%
Q6c Number of walking/biking trails	1.8%	3.5%	9.5%	38.1%	41.3%	5.8%
Q6d Quality of outdoor athletic fields	1.0%	2.3%	11.8%	37.5%	31.5%	15.9%
Q6e Number of outdoor athletic fields	1.2%	3.8%	14.6%	36.7%	26.7%	17.1%
Q6f Ease of registering for recreation programs	0.5%	2.5%	17.4%	29.2%	18.6%	31.8%
Q6g Availability of information about city parks & rec programs	1.2%	5.3%	16.3%	36.5%	29.5%	11.3%

Q6. Parks and recreation. How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q6a Maintenance of city parks	0.5%	2.5%	9.5%	51.4%	36.1%
Q6b How close neighborhood parks are to your home	1.2%	4.4%	12.8%	41.7%	39.9%
Q6c Number of walking/ biking trails	1.9%	3.7%	10.0%	40.5%	43.8%
Q6d Quality of outdoor athletic fields	1.2%	2.8%	14.0%	44.6%	37.5%
Q6e Number of outdoor athletic fields	1.4%	4.6%	17.6%	44.2%	32.2%
Q6f Ease of registering for recreation programs	0.7%	3.6%	25.5%	42.8%	27.3%
Q6g Availability of information about city parks & rec programs	1.3%	6.0%	18.3%	41.1%	33.3%

Q7. How important do you think it is for the City of Columbia to recover the cost of providing the following types of parks and recreation programs through user fees:

(N=603)

	Not Important 1	Not Sure 2	Somewhat 3	Very Important 4
Q7a Adult recreation programs	8.1%	14.6%	41.8%	35.5%
Q7b Youth recreation programs	25.0%	15.4%	31.7%	27.9%
Q7c Teen programs	23.5%	16.1%	31.3%	29.0%
Q7d Senior programs (non-travel related)	21.7%	17.2%	35.0%	26.0%

Q8. City maintenance. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q8a Overall maintenance of city streets	8.1%	20.1%	31.8%	32.0%	6.8%	1.2%
Q8b Maintenance of streets in your neighborhood	6.0%	13.4%	25.2%	39.0%	15.4%	1.0%
Q8c Maintenance of street signs and traffic signals	2.0%	8.0%	17.4%	51.6%	19.4%	1.7%
Q8d Maintenance & preservation of downtown Columbia	1.7%	7.5%	19.7%	48.8%	18.7%	3.6%
Q8e Maintenance of city buildings	1.0%	2.8%	17.9%	47.3%	21.6%	9.5%
Q8f Snow removal on major city streets	5.3%	11.4%	16.6%	45.4%	18.1%	3.2%
Q8g Snow removal on neighborhood streets	11.3%	19.2%	19.4%	35.3%	11.6%	3.2%
Q8h Cleanliness of city streets & other public areas	1.7%	6.8%	23.1%	49.8%	17.2%	1.5%
Q8i Adequacy of city street lighting	3.6%	8.5%	23.2%	45.6%	16.9%	2.2%
Q8j Maintenance of city street lighting	2.2%	4.8%	21.6%	46.3%	19.4%	5.8%

Q8. City maintenance. How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q8a Overall maintenance of city streets	8.2%	20.3%	32.2%	32.4%	6.9%
Q8b Maintenance of streets in your neighborhood	6.0%	13.6%	25.5%	39.4%	15.6%
Q8c Maintenance of street signs and traffic signals	2.0%	8.1%	17.7%	52.4%	19.7%
Q8d Maintenance & preservation of downtown Columbia	1.7%	7.7%	20.5%	50.6%	19.4%
Q8e Maintenance of city buildings	1.1%	3.1%	19.8%	52.2%	23.8%
Q8f Snow removal on major city streets	5.5%	11.8%	17.1%	46.9%	18.7%
Q8g Snow removal on neighborhood streets	11.6%	19.9%	20.0%	36.5%	12.0%
Q8h Cleanliness of city streets & other public areas	1.7%	6.9%	23.4%	50.5%	17.5%
Q8i Adequacy of city street lighting	3.7%	8.6%	23.7%	46.6%	17.3%
Q8j Maintenance of city street lighting	2.3%	5.1%	22.9%	49.1%	20.6%

Q9. Please indicate if your household uses the following services provided by the City of Columbia.

(N=603)

	Yes 1	No 2	No Answ- er 9
Q9a Use residential trash collection service	88.9%	10.4%	0.7%
Q9b Use curbside recycling (blue bags)	66.5%	32.5%	1.0%
Q9c Use drop-off recycling	40.0%	57.4%	2.7%
Q9d Use yard waste service (clear bags)	57.4%	41.3%	1.3%
Q9e Use city electric service	93.2%	5.6%	1.2%
Q9f Use city water service	95.4%	3.6%	1.0%
Q9g Use sanitary sewer/wastewater service	91.9%	5.8%	2.3%

Q9. If you answer "YES," please rate your overall satisfaction with the service on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=603)

	Very dissatisfi- ed 1	Dissatisf- ied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q9a Residential trash collection service	1.1%	2.4%	6.5%	37.9%	51.5%	0.6%
Q9b Curbside recycling (blue bags)	1.0%	2.2%	5.7%	37.2%	52.9%	1.0%
Q9c Drop-off recycling	1.7%	2.9%	11.2%	37.3%	42.3%	4.6%
Q9d Yard waste service (clear bags)	2.3%	2.9%	10.7%	36.7%	45.1%	2.3%
Q9e City electric service	1.2%	1.8%	10.9%	39.7%	45.9%	0.5%
Q9f City water service	0.9%	0.9%	11.7%	40.0%	45.7%	0.9%
Q9g Sanitary sewer/wastewater service	0.9%	1.3%	11.2%	43.0%	42.6%	1.1%

Q9. If you answer "YES," please rate your overall satisfaction with the service on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q9a Residential trash collection service	1.1%	2.4%	6.6%	38.1%	51.8%
Q9b Curbside recycling (blue bags)	1.0%	2.3%	5.8%	37.5%	53.4%
Q9c Drop-off recycling	1.7%	3.0%	11.7%	39.1%	44.3%
Q9d Yard waste service (clear bags)	2.4%	3.0%	10.9%	37.6%	46.2%
Q9e City electric service	1.3%	1.8%	10.9%	39.9%	46.2%
Q9f City water service	0.9%	0.9%	11.8%	40.4%	46.1%
Q9g Sanitary sewer/ wastewater service	0.9%	1.3%	11.3%	43.4%	43.1%

Q10. Enforcement of city codes and ordinances. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q10a Enforcing clean up of litter & debris-private property	3.6%	10.4%	26.5%	31.2%	11.9%	16.3%
Q10b Enforcing mowing & cutting weeds-private property	4.1%	10.4%	27.2%	30.3%	12.8%	15.1%
Q10c Enforcing maintenance of residential property	3.5%	9.0%	27.2%	30.3%	12.8%	17.2%
Q10d Enforcing sign regulations	3.2%	4.6%	24.9%	32.3%	12.8%	22.2%
Q10e Enforcing health codes	1.8%	3.5%	19.2%	34.3%	14.3%	26.9%

Q10. Enforcement of city codes and ordinances. How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q10a Enforcing clean up of litter & debris-private property	4.4%	12.5%	31.7%	37.2%	14.3%
Q10b Enforcing mowing & cutting weeds-private property	4.9%	12.3%	32.0%	35.7%	15.0%
Q10c Enforcing maintenance of residential property	4.2%	10.8%	32.9%	36.7%	15.4%
Q10d Enforcing sign regulations	4.1%	6.0%	32.0%	41.6%	16.4%
Q10e Enforcing health codes	2.5%	4.8%	26.3%	46.9%	19.5%

Q11. City leadership. How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q11a Quality of leadership provided by elected officials	3.0%	4.6%	21.9%	40.1%	17.2%	13.1%
Q11b Effectiveness of appointed boards & commissions	2.0%	6.1%	24.7%	35.0%	12.4%	19.7%
Q11c Effectiveness of city manager & appointed staff	2.2%	6.0%	22.4%	36.5%	16.7%	16.3%

Q11. City leadership. How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q11a Quality of leadership provided by elected officials	3.4%	5.3%	25.2%	46.2%	19.8%
Q11b Effectiveness of appointed boards & commissions	2.5%	7.6%	30.8%	43.6%	15.5%
Q11c Effectiveness of city manager & appointed staff	2.6%	7.1%	26.7%	43.6%	20.0%

Q12. Have you or other adult members of your household used the Internet from your home during the past week?

Q12 Used internet from home in last week	Number	Percent
1=Yes	423	70.1 %
2=No	176	29.2 %
9=No Answer	4	0.7 %
Total	603	100.0 %

Q13. Have you made any purchases on the Internet during the past three months?

Q13 Made purchases on internet-last 3 months	Number	Percent
1=Yes	274	45.4 %
2=No	324	53.7 %
9=No Answer	5	0.8 %
Total	603	100.0 %

Q14. If the City of Columbia developed a system that allows residents to register and pay for city services over the Internet, which of the following items would you be likely to use the Internet to do?

Multiple Responses Allowed

<u>Q14 Items likely to use internet for</u>	<u>Number</u>	<u>Percent</u>
1 = City utility payments	259	43.0 %
2 = Register for parks/rec programs	270	44.8 %
3 = Pay municipal court fees/traffic violations	218	36.2 %
4 = Purchase bus tickets	99	16.4 %
5 = Other	19	3.2 %
6 = Would not use internet for any of these	237	39.3 %
Total	1102	

Q14a. [Answer Only If You Selected at least one of the services listed in Question #14] Would you be willing to have a \$1 convenience fee added to your bill to help cover the cost of providing the service?

<u>Q14a Add \$1 convenience fee to bill</u>	<u>Number</u>	<u>Percent</u>
1=Yes	142	39.3 %
2=No	201	55.7 %
9=No answer	18	5.0 %
Total	361	100.0 %

Q15. City Communication - How satisfied are you with:

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q15a Availability of information about city programs & services	2.0%	5.6%	20.9%	42.6%	24.9%	4.0%
Q15b City efforts to keep you informed about local issues	2.0%	7.5%	25.0%	40.0%	21.6%	4.0%
Q15c How open the City is to public involvement & input	3.2%	8.0%	26.2%	34.3%	17.4%	10.9%
Q15d Quality of programming on the City's cable tv channel	3.0%	6.6%	18.9%	26.4%	15.4%	29.7%
Q15e Quality of the City's web page	0.7%	2.3%	18.2%	17.6%	9.1%	52.1%
Q15f Content of the City's newsletter	0.5%	4.5%	20.1%	38.8%	23.5%	12.6%

Q15. City Communication - How satisfied are you with:

(excluding don't knows)

(N=603)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q15a Availability of information about city programs & services	2.1%	5.9%	21.8%	44.4%	25.9%
Q15b City efforts to keep you informed about local issues	2.1%	7.8%	26.1%	41.6%	22.5%
Q15c How open the City is to public involvement & input	3.5%	8.9%	29.4%	38.5%	19.6%
Q15d Quality of programming on the City's cable tv channel	4.2%	9.4%	26.9%	37.5%	21.9%
Q15e Quality of the City's web page	1.4%	4.8%	38.1%	36.7%	19.0%
Q15f Content of the City's newsletter	0.6%	5.1%	23.0%	44.4%	26.9%

Q16. Have you done any of the following?

Multiple Responses Allowed

Q16 Done any of the following	Number	Percent
1 = Called/wrote City Council member	50	8.3 %
2 = Attended City Council meeting	48	8.0 %
3 = Attended neighborhood meeting	103	17.1 %
4 = Read article in newspaper	522	86.6 %
5 = watched program on City cable channel	306	50.7 %
6 = Watched meeting on City cable channel	196	32.5 %
7 = Read City's newsletter	408	67.7 %
8 = Accessed City website	171	28.4 %
9 = No answer	28	4.6 %
Total	1832	

Q16a. [If you watched the City cable channel] During the past week, approximately how many minutes did you or other members of your household watch the City's cable television?

Q16a How many minutes watched City cable television	Number	Percent
1=Zero	75	22.8 %
2=Less than 15 minutes	93	28.3 %
3=15-59 minutes	116	35.3 %
4=1-3 hours	28	8.5 %
5=More than 3 hours	10	3.0 %
9=don't remember	7	2.1 %
Total	329	100.0 %

Q17. How interested would you be in receiving the city's monthly newsletter via e-mail?

Q17 Interest in receiving city newsletter via E-mail	Number	Percent
1=Very interested	59	9.8 %
2=Somewhat	118	19.6 %
3=Not sure	59	9.8 %
4=Not interested	367	60.9 %
Total	603	100.0 %

Q18. Which of the following are your primary sources of information about City issues, services, and events?

Multiple Responses Allowed

Q18 Primary source of city information	Number	Percent
1 = City newsletter	259	43.0 %
2 = Local newspaper	436	72.3 %
3 = Television news	383	63.5 %
4 = City cable channel	136	22.6 %
5 = City website	68	11.3 %
6 = Radio	250	41.5 %
7 = Friends/neighbors	217	36.0 %
9 = Other	10	1.7 %
Total	1759	

Q19. Have you contacted the City with a question, problem, or complaint during the past year?

Q19 Contacted city during past year	Number	Percent
1=Yes	186	30.8 %
2=No	410	68.0 %
9=No answer	7	1.2 %
Total	603	100.0 %

Q19. [If YES to #19] Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=186)

	Never 1	Seldom 2	Somet- imes 3	Usually 4	Always 5	Don't Know 9
Q19a They were easy to contact	3.8%	9.1%	14.5%	35.5%	36.6%	0.5%
Q19b They were courteous & polite	3.2%	2.7%	12.4%	34.4%	47.3%	0.0%
Q19c Gave prompt accurate and complete answers	5.4%	7.0%	17.7%	32.8%	36.6%	0.5%
Q19d Did what they said they would do in timely manner	8.1%	4.8%	14.0%	32.3%	37.6%	3.2%
Q19e Helped you resolve issue to your satisfaction	11.8%	4.8%	15.6%	28.0%	38.2%	1.6%

Q19. [If Yes to #19] Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(excluding don't knows)

(N=186)

	Never 1	Seldom 2	Sometimes 3	Usually 4	Always 5
Q19a They were easy to contact	3.8%	9.2%	14.6%	35.7%	36.8%
Q19b They were courteous & polite	3.2%	2.7%	12.4%	34.4%	47.3%
Q19c Gave prompt accurate and complete answers	5.4%	7.0%	17.8%	33.0%	36.8%
Q19d Did what they said they would do in timely manner	8.3%	5.0%	14.4%	33.3%	38.9%
Q19e Helped you resolve issue to your satisfaction	12.0%	4.9%	15.8%	28.4%	38.8%

Q20. In general, how do you think the City's efforts to promote economic development in the community should change over the next five years?

Q20 Efforts to promote economic development	Number	Percent
1=Much greater	102	16.9 %
2=Somewhat greater	226	37.5 %
3=Stay the same	154	25.5 %
4=Reduced	20	3.3 %
9=Don't know	101	16.7 %
Total	603	100.0 %

Q21. In general, how supportive are you of having the city use incentives to attract new businesses and the expansion of existing business in Columbia?

Q21 Support of use of incentives to attract new business	Number	Percent
1=Very supportive	164	27.2 %
2=Somewhat	232	38.5 %
3=Not sure	125	20.7 %
4=Not supportive	82	13.6 %
Total	603	100.0 %

Q22. On a scale of 1-5, where 5 means very important and 1 means not important, how important do you think the following public health services are?

(N=603)

	Not important 1	Somewhat unimportant 2	Neutral 3	Somewhat important 4	Very important 5	Don't know 9
Q22a Preventing the spread of infectious disease	1.0%	0.7%	3.0%	13.6%	78.8%	3.0%
Q22b Protecting the public from new health threats	1.8%	1.8%	7.3%	18.9%	67.7%	2.5%
Q22c Guarding against food poisoning	0.3%	0.3%	3.3%	19.2%	74.1%	2.7%
Q22d Guarding against exposure to environmental risks	0.8%	1.3%	5.6%	22.9%	67.0%	2.3%
Q22e Encouraging health lifestyles	4.8%	4.6%	12.8%	28.0%	47.1%	2.7%
Q22f Assessing & monitoring disease/injuries/health risks	2.0%	2.0%	10.3%	30.7%	52.1%	3.0%
Q22g Assuring health of women & children	1.7%	2.0%	9.3%	21.2%	62.7%	3.2%

Q23. The City currently has a 1/4th of a cent sales tax for capital improvements. How likely would you be to vote in favor of continuing this tax for five years to fund improvements to public safety, transportation, and other city facilities (e.g., streets/sidewalk repairs, fire stations, etc.)?

Q23 Vote to continue 1/4 tax for 5 years	Number	Percent
1=Very likely	292	48.4 %
2=Somewhat	139	23.1 %
3=Not sure	76	12.6 %
4=Not likely	96	15.9 %
Total	603	100.0 %

Q24. The city currently has a 1/8th of a cent sales tax for parks. How likely would you be to vote in favor of continuing this tax for five years to fund the acquisition and development of parks, trails and greenbelts?

Q24 Vote to continue 1/8 tax for 5 years	Number	Percent
1=Very likely	275	45.6 %
2=Somewhat	128	21.2 %
3=Not sure	73	12.1 %
4=Not likely	127	21.1 %
Total	603	100.0 %

Q25. The City currently has a surcharge for excessive water usage during summer months to help reduce demand during peak periods. How supportive would you be of increasing this surcharge to offset rate increases that may be required to meet future demand?

Q25 Increase surcharge to offset rate increase	Number	Percent
1=Very likely	137	22.7 %
2=Somewhat	190	31.5 %
3=Not sure	133	22.1 %
4=Not likely	143	23.7 %
Total	603	100.0 %

Q26. Counting yourself, how many people regularly live in your household?

Q26 How many people in household	Number	Percent
01=1	134	22.2 %
02=2	221	36.7 %
03=3	110	18.2 %
04=4	93	15.4 %
05=5+	45	7.5 %
Total	603	100.0 %

Q27. How many (counting yourself), are?

	Mean	Total	Sum
Q26 How many people in household	2.56	601	1537
Q27 Under age 5	0.19	599	114
Q27 Ages 5-9	0.13	599	78
Q27 Ages 10-14	0.14	599	85
Q27 Ages 15-19	0.18	599	107
Q27 Ages 20-24	0.44	599	264
Q27 Ages 25-34	0.37	599	222
Q27 Ages 35-44	0.34	599	203
Q27 Ages 45-54	0.30	599	179
Q27 Ages 55-64	0.18	599	105
Q27 Ages 65-74	0.13	599	80
Q27 Ages 75+	0.15	599	89

Q28. Approximately how many years have you lived in the City of Columbia?

Q28 Years lived in Columbia	Number	Percent
2=Under 3	90	14.9 %
5=3 to 5	131	21.7 %
10=6 to 10	90	14.9 %
15=11 to 15	47	7.8 %
20=16 to 20	50	8.3 %
30=21 to 30	77	12.8 %
31=31+	110	18.2 %
not provided	8	1.3 %
Total	603	100.0 %

Q29. Do you own or rent your current residence?

Q29 Own or rent current residence	Number	Percent
1=Own	360	59.7 %
2=Rent	238	39.5 %
9=not provided	5	0.8 %
Total	603	100.0 %

Q30. Which of the following best describes your race/ethnicity (check all that apply)?

Multiple Responses Allowed

Q30 Race/ethnicity	Number	Percent
1 = Asian/Pacific Islander	26	4.3 %
2 = White	501	83.1 %
3 = American Indian/Eskimo	9	1.5 %
4 = Black/African American	56	9.3 %
5 = Hispanic	6	1.0 %
6 = Other	9	1.5 %
9 = No Answer	6	1.0 %
Total	613	

Q31. What is your age?

Q31 What is your age	Number	Percent
1=Under 25	107	17.7 %
2=25-34	108	17.9 %
3=35-44	120	19.9 %
4=45-54	103	17.1 %
5=55-64	62	10.3 %
6=65+	101	16.7 %
9=not provided	2	0.3 %
Total	603	100.0 %

Q32. Would you say your total annual household income is:

Q32 Total annual household income	Number	Percent
1=Under \$30,000	209	34.7 %
2=\$30,000-\$59,999	171	28.4 %
3=\$60,000-\$99,999	101	16.7 %
4=More than \$100,000	55	9.1 %
9=not provided	67	11.1 %
Total	603	100.0 %

Q33. Do you live inside the city limits of the City of Columbia?

Q33 Live inside city limits	Number	Percent
1=Yes	603	100.0 %
Total	603	100.0 %

Q34. What is the zip code for your home?

Q34 Home zip code	Number	Percent
not provided	10	1.7 %
65201=	160	26.5 %
65202=	141	23.4 %
65203=	292	48.4 %
Total	603	100.0 %

Q36. About how old is your residence?

Q36 About how old is residence	Number	Percent
1=Less than 5 years	74	12.3 %
2=5-10 years	94	15.6 %
3=11-20 years	123	20.4 %
4=21-30 years	86	14.3 %
5=31-50 years	132	21.9 %
6=More than 50 years	62	10.3 %
9=No answer	32	5.3 %
Total	603	100.0 %

Q37. Have you ever applied for a city building or other permit?

<u>Q37 Ever applied for city building permit</u>	<u>Number</u>	<u>Percent</u>
1=Yes	118	19.6 %
2=No	482	79.9 %
9=No answer	3	0.5 %
Total	603	100.0 %

Q38. Are you a full-time college student?

<u>Q38 Full-time college student</u>	<u>Number</u>	<u>Percent</u>
1=Yes	107	17.7 %
2=No	495	82.1 %
9=No answer	1	0.2 %
Total	603	100.0 %

Q39. Your gender:

<u>Q39 Your gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	287	47.6 %
2=Female	316	52.4 %
Total	603	100.0 %